

## CLEANS UP

A Million And A Half Does  
George A. Beaton

In A Big Deal In The City Of  
New York

The Money Was Made In A  
Big Cement Deal

Fortune Obtained By Former  
Mt. Vernon Man

In One Big Transaction In  
In The East

Roach's Financial Facts, published in New York City has the following concerning Mr. George A. Beaton, formerly of this city:

George A. Beaton, who used to be ex-Senator Joseph B. Foraker's secretary, came here from Ohio a dozen years ago with not very much capital, but with a rare fertile genius for corporations and finance and the ability to sell securities of companies whose chief assets at the outset consisted of the golden future predicted for them by Mr. Beaton. Some of his companies made good and others didn't.

Judge Ward in the United States Circuit Court today will wrestle with the tangled affairs of the Seaboard Portland Cement company, one of the rarest corporation products of Mr. Beaton's genius and whose ultimate fate is deadly serious to some 800 investors, most of them persons of very modest means, who paid \$1,818,000 for bonds of that company.

Mr. Beaton, to boost along an enterprise, has his offices at No. 1 Madison avenue on the third floor of the Metropolitan Life Building.

The Seaboard Portland Cement Company has been fathered and mothered by a brood of other corporations organized by Mr. Beaton to keep it going. These corporations were pyramided in a bewildering way.

Every time the Seaboard came to a halt Mr. Beaton would organize another corporation which promised to do the most wonderful things for the cement company. These promises kept the Seaboard alive and enabled the sale of bonds to go on.

The Seaboard Company was organized in 1907 with a capital of \$5,000,000 in stock and \$2,000,000 in bonds. It had no buildings, machinery or cement-making plant. All of these things and many more were to be built or bought with the money that came from the sale of the bonds.

This balance stands as a first mortgage claim against the property, notwithstanding that \$1,818,000 has been paid in for the company's bonds. Not only has the \$87,500 mortgage gone unpaid, but the interest on it is overdue and the mortgagor is entitled to bring foreclosure proceedings.

Just what happened to the \$1,818,000 after it left the hands of the buyers of the bonds is not clear. Some of it went for the erection of a fragment of the great plant which was to grace the west bank of the Hudson and turn out 5,000 barrels of cement a day and deliver it in New York City at a lower cost than other concerns.

It is figured that about 25 per cent. of the \$1,818,000 went for commissions, which cut down the net amount available for the company \$1,365,000. What happened to the \$547,000 difference between \$1,365,000 and the \$818,000 alleged to have gone into the plant receiver Allen has not discovered, because he has not a penny to hire expert accountants.

The \$7,000,000 Seaboard Portland Cement Company was so bare of cash when Mr. Allen took charge that he has had to dig down into his personal resources for between \$1,500 and \$2,000 to meet absolutely necessary expenses incidental to the receivership.

## MINISTERS

Attack City Administration  
From The Pulpit

In four of the city churches Sunday morning the city administration was attacked and severely criticised for the alleged failure to enforce the Rose county local option law in Mt. Vernon. It was alleged by four of the ministers that there is open violation of the Rose law and that the mayor does nothing to enforce the law.

## ASSAULTED

By A Thug Was A Former  
Mt. Vernon Man

Mr. Joseph Hamilton, formerly of Mt. Vernon and well known here, was assaulted and badly beaten over the head by a thug in Chicago, Ill., last Friday evening. Mr. Hamilton is employed as house detective at the Saratoga Hotel and was in the act of making an arrest when the accused man assaulted him.

## ANNUAL PICNIC

Of The Ben Hurs Held At Lake  
Hiawatha Park

The Ben Hurs held their annual picnic at Lake Hiawatha park on Friday afternoon, with a supper at 5:30 o'clock. The day was a most pleasant one and many were in attendance. A program of sports was carried out during the afternoon. Dr. Frances, supreme deputy, was a guest of honor and made an address during the afternoon. A vote of thanks was given the committee for the success of the picnic.

## OBERLIN BUSINESS COLLEGE

The August issue of the Oberlin Business College News is now out. It shows this great school of business training in a very prosperous condition. The demand for its graduates has never been so great. It has an older class of students who come from all parts of Ohio as well as other states, most of whom are high school graduates and district school teachers. With this class of students, this school is able to do a very much higher grade of work than is undertaken in other schools and this is what has created the demand for its graduates. Many firms in Cleveland, Elyria, Lorain and other Ohio cities send to Oberlin for their office help. Any of our readers who think of entering a business college should send at once for a copy of this paper which will be mailed free. Twenty thousand copies have been issued.

## UNCLAIMED MAIL

The following letters remain unclaimed in the Mt. Vernon postoffice: Advertised in the Daily Banner. To avoid delay in delivery, have your mail addressed to street and number, P. O. box or general delivery.

Advertised July 18, 1910.  
Anderson, Miss Ethel  
Butler, C. D.  
Craft, W. H.  
Doge, John G.  
Ewart, Thomas  
Frankart, Charley  
Guthrie, Miss Mary  
Harmon, Mrs.  
Hervey, Dr. Geo. E.  
Jennings, K. G.  
Kelley, Mrs. Daisy  
Mt. Vernon Novelty and Merchandise Co.  
Pierce, Olivier  
Quillen, James H.  
Ray, J. W.  
Safreed, Stanley  
Smock, A. P.  
Zollars, Harry  
Zuaz, J. A.  
SHERIDAN G. DOWDS, P. M.

A worrying baby in an audience sometimes has everybody going except its mother.

## INJUNCTION

Suit Filed By John Perkins  
In Common Pleas

To Restrain Defendant From  
Removing Crops

From The Land Leased By  
The Plaintiff

A Foreclosure Suit Filed In  
Common Pleas

Other Items Of Interest From  
Temple Of Justice

John Perkins has filed suit asking for an injunction in the court of common pleas of Knox county against Matilda Sturts and Henry Sturts. The plaintiff states that on April 4, 1910, he rented from the defendant, Matilda Sturts, 5 acres of land in Morris township for the purpose of raising hay. The plaintiff says the crop is now ready to cut and that on July 15, the defendant, Henry Sturts, entered the land which the plaintiff had under lease and proceeded to cut the hay and is about to haul the same away. The plaintiff asks for an injunction restraining the defendant from entering the land and from hauling away the hay. A temporary restraining order has been allowed by Probate Judge Berry. The attorneys for the plaintiff are William G. and Harry W. Koons.

**Foreclosure Suit—**  
Smith Gearhart has commenced a suit in the court of common pleas of Knox county against Leonice H. Day et al. The plaintiff asks for a foreclosure of mortgage, the property in question being located in Mt. Vernon. The suit is based on a promissory note in the sum of \$900 given by the defendant. Waught & Moore are the attorneys for the plaintiff.

**Property Sold—**  
Court Bailiff Patrick Purcell has sold the Winston property on Mechanic St. at public sale. The property was sold for W. O. Chappell of Barnesville, administrator of John W. Winston to J. W. Hance of Barnesville for the consideration of \$1,005. The property was appraised at \$1,500.

**Guardian Appointed—**  
J. A. Smith of Danville has been appointed guardian of Levi Joseph Smith, a minor, giving bond in the sum of \$3,000 with J. F. Blubaugh and Joseph H. Colopy as sureties.

**The Selders Estate—**  
Harriet Selders of Howard has been appointed administratrix of Theodore Selders, giving bond in the sum of \$2,500, with A. R. Selders and C. P. Foster as sureties. The appraisers are J. L. Hammond, F. M. Carpenter and Jefferson Staats.

**Inventory and Appraisement—**  
In the matter of the estate of Julia C. Denney an inventory and appraisement has been filed in probate showing the following: Personal goods \$97.50, moneys \$656.60, securities \$383.16. Total \$2,536.26.

**Deeds Filed—**  
Mary A. G. Gilmore to H. J. Debolt, parcel in Centerburg, \$3,500.  
R. A. Knox to Mattie W. Hall, 26.66 acres in Morris and Pike, \$1.  
M. H. Adrian to Benjamin Kaylor, 10 acres in Union, \$1,800.  
Thos. R. Simmons to Lucretia G. Fletcher, 20 acres in Brown, \$800.  
W. L. Case to John E. Ebersole, lot 5, Jacob Shaffer's add., Mt. Vernon, \$400.

## BENEFICIAL

To the Public is the Buckeye State Building and Loan Company, Rankin Building, 22 West Gay Street, Columbus, Ohio.

1.—Borrowers are loaned money to help them secure homes at six per cent.  
2.—Depositors are paid five per cent on time deposits.  
3.—Assets over \$4,100,000.  
4.—All secured by mortgages on homes—the safest of all mortgage loans.  
5.—We help four to five home owners each day.  
6.—Call or write for further information.

MAIL ORDER HOUSES  
ARE TRUSTS

Use Trust Methods to Get  
Business.

Special Representatives Can-  
vassing Rural Com-  
munities.

BY O. A. CHARLES.  
[Copyright by O. A. Charles, 1910.]  
The mail order houses, like all other trusts, are resorting to trust methods to get business, and the latest silent but extensive maneuver of these houses is to cover with specially trained merchandise salesmen the fields that have formerly been reached solely by their catalogues and printed matter.

The catalogue houses are gathering together the very best field selling forces possible to secure. The plan is to send armies of expert salesmen broadcast throughout the rural communities.

Now this means that the mail order houses are going after business with more determination and a stronger selling force than ever before.

You can surely realize the vital importance of this move when you remember that one large mail order house doing a business of \$50,000,000 per year was begun with a \$9 watch. The same determined energy that produced the wonderful growth and immense wealth is now to be supplemented and reinforced by active salesmanship in the field.

The catalogues and printed matter will be used the same as they have always been used and the catalogue houses are schooling their men in all the scientific methods of expert salesmanship. Every man is being trained in all the known clever schemes and tricks for playing on the weakest points in human nature.

In employing these salesmen the mail order houses have only one source to choose from, and that is, experienced salesmen. First, these salesmen are drilled in the mail order house system. They are being taught the details of the organization and the course of operation. This is absolutely necessary, because no matter how clever a salesman may be, he must understand the inside workings of the mail order game in order to beat the retail merchant and send the business out of rural communities.

These special representatives are taken in charge by able instructors, who make daily report on each man's progress. They watch the work of a salesman to find out whether he is quick, whether he is intelligent, whether he can talk well, whether he is industrious and whether he is manifesting special ability for work in the rural communities.

When a salesman has finished the course of training to become a mail order special representative he sees that he is a part of a big thing, part of an active commercial warfare; he will then be allotted a certain district and he will start in with the sole intention of getting well acquainted and establishing himself on a friendly basis with all the people of his district.

First, he will see that catalogues and advertising literature are thoroughly distributed in his district and then he will call on the people personally and make the most alluring offers of bargain lots of merchandise possible to conceive.

The special representative in the mail order house will go further than merely trying to sell merchandise. He will spend his time visiting, organizing social clubs, making arrangements for farmers' entertainments, forming farmers' benevolent and insurance clubs and looking after the farmers' interests and welfare in every way possible. He will advertise himself as being able to give free counsel and advice on all subjects and always willing and ready to help the farmer in his difficulty and trouble.

All of this special service will cost the farmer nothing, but back of every motive, no matter how seemingly free and generous it may be, will be the fact that all this work is simply a part of an immense plan of advertising destined to catch the farmer at his weakest point and enthrall him in the meshes of mail order dependence. This system is not unlike the systems of all other trusts it being different only in its application.

The sample of merchandise to be distributed will represent special bargain leaders offered at extremely low prices in order to get closer in touch with the farmer and make him feel a deeper interest in the mail order houses.

In order to get the farmer interested in their lines these mail order houses will lose money at first if necessary, just to get the farmer in habit of buying through a catalogue. The sole object of this campaign is to wean the farmer away from purchasing goods of any kind from his home merchant, and it bears out the boast of a prominent mail order man who said: "Give me but time and I will make the cities of this country, towns, the villages and hamlets I will wipe off the map."—Commercial Bulletin.

## ASSEMBLY TALENT

DR. A. W. LAMAR

who will appear here as an evening lecturer at Hiawatha Lake assembly, which begins a week from Monday evening, is one of the noted orators of the South. He lectured here now some years since, and his effort proved to be one of the most delightful of the season that year. His subject this year will be "Lights and Shadows of Married Life." The very subject assures assembly patrons of a delightful evening, as there is certain to be lots of humor injected into the lecture.



## TOUCHED

For A \$20 Bill By A Gypsy  
Woman

But The Money Was Later  
Recovered

A band of gypsies struck the city Saturday afternoon and one of the women "lifted" a \$20 bill from a man on West Vine street while "telling his fortune." The man soon missed the money and securing Officer McElroy the two went to the wagon where the man easily recognized the woman. She gave up the money and no arrest resulted.

The gypsies made their camp on the Wooster road, north of the city, and on Monday morning Sheriff Parker received a telephone message that the gypsies were causing all kinds of trouble by tearing down fences, stealing garden truck, etc. The sheriff went to the scene and ordered the gypsies to move on.

## BIG SNAKE

Killed By A Mt. Vernon Man  
Near Millwood

Mr. William E. Grant of Mt. Vernon and Mr. Harvey Hammond of Millwood had an exciting experience with a large snake while driving east of Millwood on Sunday afternoon. The two men were talking quietly when the horse, which they were driving, frightened and almost ran away. On investigating the cause for the horse's fright, a large copperhead snake was seen coiled up in the road. In order to get past it, one of the men had to kill it in some manner. It fell to the lot of Mr. Grant to kill the reptile and securing a stout club, the snake was soon dispatched. It measured four feet in length and was very heavy. Copperhead snakes as large as this one are seldom seen in this part of the country.

## CONGRESSMAN DIES

New Orleans, La., July 18 — Congressman Samuel L. Gilmore, who represented the Second Louisiana district, died suddenly this morning.

When the stomach fails to perform its functions, the bowels become deranged, the liver and the kidneys congested causing numerous diseases. The stomach and liver must be restored to a healthy condition and Chamberlain's Stomach and Liver Tablets can be depended upon to do it. Easy to take and most effective. Sold by all dealers.

Our Stock of

Traveling  
Goods

Is the Most Complete in the City

If you contemplate taking a vacation trip, call and see our magnificent showing of TRUNKS, SUIT CASES AND BAGS

From the Cheapest to the Highest Grades at Prices  
to Suit Every Purse

## Young America Clothing House

I. ROSENTHALL, Prop.

Corner Main and Vine Sts.

Mt. Vernon, O.

KNOX  
COUNTY  
SAVINGS  
BANK

The recent published statement of this bank showed deposits of \$860,197.72 and a cash reserve of \$389,455.99, being three times the amount of reserve required by law. It showed currency reserve of \$77,983.90, being more than twice the legal requirement. The deposits have increased 385 per cent during the last decade.

W. Side Public Square